



WHATEVER YOU WANT



**YOU'LL
FIND
IT HERE**

**Let Uncle Sam
Bring It To You**

Notice To Advertisers On This Page

Change of copy must be in The Herald Business Office not later than Wednesday, 6 p. m., of each week.

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate hearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write to the El Paso Herald, Directory Editor, and full information will be given you free of charge.

Watch this page every Saturday.

\$520 Cash for Herald Readers
\$10 In Prizes Given Away Each Week
First Prize, \$5 Cash Second Prize, \$2 Cash
Three Prizes of \$1 Each

READ RULES OF CONTEST READ

IN THE 68 ADS. PUBLISHED BELOW ARE CERTAIN MISPELLED WORDS. FIND THESE WORDS. AT THE TOP OF A SHEET OF PAPER WRITE THE NUMBER OF MISPELLED WORDS FOUND, THEN WRITE EACH WORD CORRECTLY AND THE FIRM NAME OF ADVERTISEMENT IN WHICH WORD MISPELLED APPEARS. WRITE YOUR NAME AND STREET ADDRESS. DO NOT WRITE ON BOTH SIDES OF PAPER. ADDRESS YOUR ANSWER TO THE DIRECTORY EDITOR, CARE THE HERALD. ANSWERS MAY EITHER BE MAILED OR BROUGHT TO THE HERALD OFFICE. ALL ANSWERS MUST BE IN THE HERALD OFFICE BY 6 P. M. NEXT WEDNESDAY. WINNERS WILL BE DECIDED BY THE NEATEST CORRECT, OR THE NEATEST NEAREST CORRECT ANSWER. IN CASE OF A TIE PRIZES WILL BE DIVIDED. NEXT SATURDAY WINNERS WILL BE ANNOUNCED AND THE AWARDS MAILED.

LAST WEEK'S PRIZE WINNERS WERE: First prize, \$5, to L. R. Dobson, Albuquerque Sanatorium, Albuquerque, N. M.; second prize, \$2, to Gertrude DePew, 3810 Bliss street, El Paso, Tex.; three prizes of \$1 each to Vincent D. Phillips, Lieut. 4th Tex. Inf., St. George Hotel, Marfa, Tex.; H. B. Russ, 1293 Boulevard street, El Paso, Tex.; Frank W. Koch, Room 1, Morehouse Bldg., El Paso, Tex.

ASSAYING

GEO. W. CAMERON
Assaying and Chemist
Representative for Shippers to the
El Paso Smelter
205 San Francisco St.
P. O. Box 489.

BAGGAGE

GOING AND COMING
Secure Our Service—Prompt
Reliable—Reasonable—Tel. 3500.
CITY SERVICE CO.
(Formerly the Jitney Co.)

AUTOS For Hire

Phone 1.
Passenger Cars and Baggage
Trucks.
Longwell's Transfers

BAKERY

Buster Brown Bread
The Perfect Loaf.
For Sale By All Grocers.

AUTO ACCESSORIES

AUTOMOBILE SUPPLIES
Fish and Portage Tires
Western Motor Supply
Company
215 San Francisco St.

BANK

Start a Savings Account
With Us.
Rio Grande Valley
Bank & Trust Co.

AUTOREPAIRING

Auditorium Garage
TOM WHITE, Mgr.
322 MILLS STREET.
Phone 2282.

BARBER SHOP

Basement Barber Shop
J. L. OULTS, Prop.
Phone Service to Each Chair and
Manicure Table
Basement Roberts-Banner Bldg.

AUTOS USED

All Cars Sold at Bargains.
Fred G. Hoagland & Co.
New Location:
218-220 West San Antonio Street

BOOKS

The magnificent adventure by Em-
erson Hough; and many other latest
novels, just received.
SEE OUR WINDOW
EL PASO BOOK CO.
311 N. Oregon St. Mills Bldg.
Phone 663. "It's Handy."

AUTO BODIES

OF EVERY DESCRIPTION
MADE IN EL PASO
El Paso Body and Wheel Works
SAM WILLIAMSON, Prop.
1800 TEXAS STREET.

BRICK

Don't Pass Up
Pass-Tex Brick
The Best Brick Manufactured in
El Paso.
EL PASO BRICK COMPANY.

Overland

El Paso Overland
Auto Co.
121 22 San Francisco St.
Willis

BUSINESS COLLEGE

NIGHT SCHOOL
International Business College
Coles Bldg. Phone 1147

Auto Painting

WE DO IT RIGHT.
El Paso Carriage & Auto
Painting Co.
301-313 S. OREGON STREETS.

BUTTER

Ask Your Grocer for
Rio Grande Valley Butter
MADE FRESH EVERY DAY.

AUTO REFRIGERATORS

Cork Lined, Fasten on Running
Board Same As Our Overland
Liquid Containers.
H. WELSCH CO.
1215 TEXAS ST.

CAFE--

Eat at—
The White Star Lunch
No Waiting—No Tipping
213 S. El Paso St.
ALWAYS OPEN.

AUTO BATTERIES

Willard
NEXT TIME TRY US.
Western Battery and
Magneto Co.
314 E. Boulevard.

CARPENTERS

AND CABINET MAKERS
F. X. Wimber Company
Store Fronts—Counters—Shelving—
Saloons, Bank and Pool Room Fix-
tures—Ice Boxes—Show Cases and
Screams. Ample Storage Room at
Lowest Rates. Estimates Furnished
Free. We carry Second-Hand Ta-
bles, Fixtures, Counters Show
Cases and Bureaus.
414 E. Overland Street. Phone 2762

AUSTIN Terrace

The only Parked Residence District
in El Paso—The Home Place
Beautiful.
W. H. Austin
Jas. L. Marr & Co. Agts.

CHINA

Fine China, Glassware—
Art Pottery
W. K. Smith
THE DINNEWARE HOUSE
762 North Stanton.

COAL

We realize that there are a good
many people in El Paso not buying
our coal. Why not start in now
by placing your order for your win-
ter's supply?
Summer Prices Are Cheaper.
BADGER FUEL CO.
Phone 258.

DRY CLEANING

Wright
CLEANER
Clothes Cleaned, Pressed, Wrought
343—PHONES—2129

INSURANCE

Life, Accident and Health Insur-
ance—Up-to-date Policies
Occidental Life Insurance
Company
HENRY T. BOWIE, Gen. Agent.
Phone 456, 307 First Nat. Bank Bldg.

COFFEE

And Teas
Pan American Coffee Co.
Phone 3186.

ELECTRICAL

GOODS
Acquaint Yourself With the Way
Electrical.
Larabee Electric Co.
406 Texas St. Phone 3822.

ICE!

Pure Ice, Full
Weight and
the best Deliver in El Paso. Use
Coupon Books and Save Money.
Rio Grande Ice & Fuel Co.
Telephone 2359.

COFFEE

JOE
CERTAINLY—! !
THE BEST SUMMER DRINKS.
419 South El Paso Street.

EXCHANGE

Mexican Money
BOUGHT AND SOLD
INTERNATIONAL EXCHANGE
AND COMMISSION CO.
224 South El Paso St.

KODAK Finishing

OF QUALITY
Our Work is the Best—Our Price
the Lowest.
Try Us Once and see the Difference.
J. F. GANDARA
WITH
Commercial Office Sup. Co.
209 Texas.

DAIRY

Phone 402
For the Best.
AMERICAN DAIRY
PURE MILK

FURNITURE

Buy it from YOUNG and Buy it
For Less.
\$1.00 Down and \$1.00 a Week will
Buy All You Need in Furniture.
Young Furniture Co.
105 S. Stanton. Tel. 335

LAUNDRY

Elite Laundry Cos.
Home of SPICK and SPAN
Telephone 2177.

DANCING

COTILLION CLUB
Dancing Every Tuesday and
Saturday Nights.
Ryan's Dancing Academy

FURNITURE

AND HARDWARE
CHEAP FOR CASH
H. KULLER
215 South Stanton Phone 2158

LUMBER

QUALITY LUMBER AT THE
RIGHT PRICES.
Rheinheimer Lumber Co.
Feldras, Alameda and Myrtle.
Phone 485.

DIAMONDS & JEWELRY

The Jewel Shop.
Send Us Your Repair Work.
Herald Bldg.

FURNITURE

REPAIRING
R. L. DANIEL FURNITURE AND
MATTRESS FACTORY
Office and Store, 318 Texas.
Factory, 1806-1808 Texas St.

MACARONI

Ask Your Grocer For
TRI-STATE
MACARONI
—Made in El Paso—

DISTILLED Water

QUICK DELIVERY
EL PASO DISTILLED
WATER CO.
Phone 489.

HAY, Grain

And Feed
Walter S. Clayton
OCHOA AND FIRST STS.
PHONE 394.

MATTRESSES

We Are Manufacturers
of Felt and Cotton Mattresses and
Wholesalers of
Bed Springs, Cots, Chairs, Etc.
El Paso Bedding Co.
P. O. Box 714. El Paso Texas

DRUGS

We especially cater to the small order
business of our many customers in
Arizona and New Mexico, preparing
the postage on all orders amounting
to \$1.00 or more.
Court House Drug Store
410 1/2 San Antonio St. Phone 1412.

HOTEL LOCKIE

Rates\$1.00 Day Up
Special Rates by Week or Month
Cor. Mills and Stanton

CLEANING

Revolutionized
CLEANS
THE
HANDS
NOW
WITHOUT
WATER
ABOLISHES FOREVER
THE USE OF SOAPS
Ask your grocer or Ryan's drug store.

NURSERY

Large Variety of Cut Roses, Hang-
ing Baskets, Porch and Window
Boxes.
El Paso Nursery Co.
3200 Block, Alameda Ave.
Phone 3336.

SHOE REPAIRING

TRY "THE
ENTERPRISE"
Ladies' Rubber Heels 25c.
316 Mesa Ave.

OILS

And the Famous
SPEEDWAY GASOLINE
Rio Grande Oil Co.

SPORTING GOODS

For Baseball Goods, Camp Furniture,
Leggings, Belts, Holsters, Scabbards,
Arms and Ammunition and Other
Sporting Goods, go to
SHELTON-PAYNE ARMS CO.
Phone 428. 317 Texas St.

OPTICIAN

OPTOMETRIST
CARYL C. HILL
WHO MAKES GLASSES
THAT FIT
421 MESA AVE.

STORAGE

The Only Fire-proof Storage in
El Paso.
Western Transfer &
Storage Co.
PHONE 96 220 S. STANTON

PAINT AND WALL PAPER

We Carry a Complete Stock.
Worthington Paint and
Wall Paper Co.
408 N. Oregon Phone 32

TAILORING

ORDER YOUR FALL CLOTHES
FROM
R. V. PEARSON
110 TEXAS STREET.
All the Newest Woolens and Fash-
ions to Select From—Suit or Over-
coat \$20, \$22.50, \$25, \$27.50, \$30,
up to \$50.

PIANOS

Player and Electric Piano and
Talking Machines Sold on Easy
Monthly Payments.
JENKINS PIANO CO.
The Big Piano House.
211-213 Texas. Phone 2958.

TANKS

CULVERTS,
SILOS.
Let Us Quote You Prices.
Hills, Sutton & White
Mfg. Co.

PLUMBING

Why of Course the LEADING
PLUMBER is
McCHESNEY
412 E. Boulevard. Phone 2382.

THEATRE

FOR THE BEST
MOVING PICTURES.
FOR 5c.
EUREKA THEATER
215 S. El Paso St.
Come Once and You Will Come
Again.

PRINTING

Globe-Wernicke Filing Cabinets,
Globe Safes.
RUSH JOBS ARE OUR SPECIAL
DELIGHT.
Ellis Bros. Printing Co.
110 S. Oregon. Phones 45-46

TRUNKS

TRAVELING BAGS, SUIT CASES
AND SMALL LEATHER GOODS
Made, Repaired and Exchanged.
El Paso Trunk Factory
NEXT TO CRAWFORD THEATER

RADIATORS

DIFFICULT REPAIRING
El Paso Radiator and
Lamp Co.
L. G. KELLY, Mgr.
205 S. Santa Fe. Phone 5811

UNIVERSAL AUTO LOCK

Pat. Aug. 22, 1916.
Absolute Protection
against Theft, Joy Riders and
Damaged Cars.
UNIVERSAL AUTO LOCK CO.
419 Myrtle Ave.

REAL ESTATE

MEXICAN INVESTMENTS
Our Specialty.
Mexican Realty and
Investment Co.
F. B. PUGA, Mgr.
PHONE 590.

VULCANIZING

Like You Want It,
When You Want It
Try Us.
EL PASO VULCANIZING WORKS
117 N. Kansas. Phone 3240

SADDLES

AND SHOE FINDINGS
West Texas Saddlery Co.
210 SOUTH OREGON ST.

WATER BAGS

TENTS, AWNINGS AND
CAMP FURNITURE
El Paso Tent & Awning
Company
214 San Francisco Street.
Phone 2044.

SEEDS

AND POULTRY SUPPLIES
Manufacturers of PERFECTION
Brand Poultry FEEDS
W. D. Wise Seed Co.
Retail Store, 106 N. Stanton.

WELDING

"Save the Pieces"
and Send Them to Us—and you'll
Save Money.
Brown Welding Co.
212 San Francisco St.